

Campaign in Army and Navy Camps

Bulletin X
United War Work Campaign
for \$170,500,000
November 11-18, 1918

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Issued by the
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347 Madison Avenue, New York, N. Y.

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WAR DEPARTMENT

Washington, October 18, 1918.

Dear Dr. Mott:

On my return from Europe I am more than pleased to learn of the successful progress which you have made in projecting the plan of the United War Work Campaign. I have received most gratifying reports of the splendid spirit of cooperation on the part of the Young Men's Christian Association, National Catholic War Council (Knights of Columbus), Jewish Welfare Board, and other agencies.

The proposal to extend the campaign to all of the military training camps large and small meets with my hearty approval. In fact it would be a serious mistake not to afford the officers and enlisted men this opportunity to join with their fellow citizens in this great patriotic endeavor on behalf of their comrades in arms.

I am confident you will meet with the hearty cooperation of all the Commanding Officers in furthering your plan.

Very sincerely,

NEWTON D. BAKER,

Secretary of War.

Dr. John R. Mott,
Director General, United War Work Campaign
347 Madison Avenue,
New York City.

THE SECRETARY OF THE NAVY

Washington, October 17, 1918.

Dear Dr. Mott:

Your plan to enlist the cooperation of all the officers and men in our various naval stations and on our ships in American waters in the United War Work Campaign is in keeping with the real American spirit of the hour, and I wish most emphatically to endorse it.

Any one who has seen what I have of the invaluable service rendered by the Young Men's Christian Association, Young Women's Christian Association, Catholic War Council, the Jewish Welfare Board, the American Library Association, the Salvation Army, and the Camp Community Service must be proud of these manifestations of unselfish interest of the American people in the boys of our large and ever-growing Navy. I would find it difficult to over-state my sense of appreciation of what their varied and practical ministry to the body, mind and spirit of our fighting forces means in the accomplishment of the great purpose before us in this war.

Your plan is such as I am sure will meet the hearty sympathy and

cooperation of every one of our able Commanding Officers, and the 5,000,000 splendid young men in the service. Their interest will be heightened, because all of us in the Navy realize that this movement is on behalf of their shipmates on the other side.

Sincerely yours,

JOSEPHUS DANIELS,

Secretary of the Navy.

Dr. John R. Mott,
Director General,
United War Work Campaign,
347 Madison Ave., New York.

FOREWORD

1. The suggestions made herein to Departmental and Camp Army and Navy Campaign Executive Secretaries are intended to follow the general plans of the United War Work Campaign except that State groupings have been removed because the natural divisions of this national body of men do not follow below the departmental line. This part of the United Campaign can be made a great help to the entire enterprise, but because of the many and difficult relationships involved, extreme care must be exercised as each advance step is taken. It is extremely important that leaders be chosen who have a background of experience regarding relationships to the Military and Naval establishments.

2. This division differs somewhat from other sections of the United War Work Campaign in spirit and method. The effort should be not to get a pledge from every man, but to give each man a chance to subscribe. An efficient organization will extend the opportunity to all. The individual response should be an expression of privilege and not coercion. When the campaign is over the success should be measured in good will and not in dollars.

GOVERNMENT APPROVAL

Approval has been given by the Secretaries of the War and Navy Departments for a campaign for funds to be conducted in home camps and naval stations as a part of the United War Work Campaign.

FIELD

All Army Camps and Naval Stations in the United States, the Insular Possessions and the Canal Zone, together with those on the United States War Ships in home waters comprise the field of this Division.

S. A. T. C. groups are a part of the Student Division field.

All camps or stations, however small, should be made a part of the program.

OBJECTIVE

The objective of this division of the campaign is to give to every man in the service the opportunity to participate in this great united effort. They should fully understand that this is not for themselves or their associates in the home camps, but for their Comrades in Arms Overseas.

QUOTAS

No definite quota has been assigned this Division, but it is hoped that at least \$3,000,000 will be contributed by our Army and Navy forces. Money derived from this Division will not be considered a part of any Department Quota.

NATIONAL ORGANIZATION

The National Organization provides for the following:

1. A National Army and Navy Executive Campaign Committee, appointed by the Director General:—a committee of five composed of the Director of Campaign Divisions, the National Army and Navy Campaign Secretary, and one representative of each of the following agencies:—The National War Work Council of the Y. M. C. A., the National Catholic War Council (K. of C.) and the Jewish Welfare Board.
2. A National Army and Navy Advisory Campaign Committee, formed by the Director General, composed of prominent Army and Navy officials.
3. A National Army and Navy Camps Campaign Executive Secretary appointed by the Director General.

DEPARTMENT ORGANIZATION

1. The campaign of the Army and Navy Division will be conducted along Department lines. Results will be credited to the Department in which camps are located.
2. A Department Army and Navy Campaign Executive Secretary will be appointed for each Department by the Department Campaign Director, after consultation with the Department Campaign Executive Committee. This Secretary is authorized to secure such associates as are needed.
3. A Department Army and Navy Advisory Campaign Committee should be appointed. This committee will be composed of the Department Campaign Director, the Department Army and Navy Campaign Executive Secretary, one representative of each of the following agencies:—The National War Work Council of the Y. M. C. A., the National Catholic War Council (K. of C.), and the Jewish Welfare Board, and certain prominent Army and Navy officials.

CAMP OR SHIP ORGANIZATION

1. Each camp will have a campaign manager who will be appointed by the Department Army and Navy Campaign Executive Secretary after his nomination by the camp representatives of the agencies involved. These camp representatives will be called together in special conference for the express purpose of making this nomination by the Department Army and Navy Campaign Executive Secretary or his representative. In camps where but one agency is represented, the Camp Campaign Manager will be appointed by the Department Army and Navy Campaign Executive Secretary. The Department Army and Navy Campaign Executive Secretary will appoint a Campaign Manager for each ship in his area, and a Fleet Campaign Secretary when such an appointment seems feasible.

2. The campaign in camp or on ship-board should be conducted by a Campaign Committee, composed of the chief representative of each of the agencies operating within the camp. These committee members will select two commissioned officers as additional members of the committee, one of whom shall be chairman, the other treasurer. The camp Campaign Manager will be a member, ex officio, of this committee.

3. Regimental and Company or Ship Campaign teams will be organized, composed primarily of officers and enlisted men. Enough camp and ship secretarial representation should be provided on these teams to insure the promotion of the local campaign in harmony with the plans and purposes of this division of the Campaign.

4. Camp or Ship representatives of the various agencies involved will necessarily take the lead in organizing the campaign plans but the actual solicitation should be carried on by the officers and men.

5. As the first step in organizing a unit of the campaign, the approval of the Commanding Officer should be secured. Campaign plans should be presented to the officers at meetings called by the Commanding Officer wherever possible, or by such other means as may be most effective.

PUBLICITY

1. A reasonable number of special speakers will be provided by the Department Campaign Headquarters upon request made through the Department Army and Navy Campaign Executive Secretary.

2. Posters should be secured from Departmental Campaign Headquarters, and special posters and notices may be prepared in camp to meet special needs.

3. "Trench and Camp" and any other camp or ship publication should be used extensively.

4. Announcements should be made at various military formations, when this is in harmony with the wishes of officers in command.

5. Announcements made by special speakers or lantern slides at entertainments, religious meetings, educational classes, etc., at the various service buildings, and at entertainments in the Liberty Theatres, would be very effective.

6. The use of Company and other official bulletin boards can be arranged.

METHOD OF SECURING SUBSCRIPTIONS AND CONTRIBUTIONS

1. It is expected that a majority of the subscriptions will be made through the use of the regular Government allotment form, approval for the use of which has been secured.

2. Others will desire to make cash contributions, for which a receipt will be given and of which a proper record should be made.

3. Certain men will desire to contribute large amounts in one or more payments. These contributors should be provided with the regular pledge card of the United War Work Campaign, which form will be used in recording these gifts.

COLLECTION AND FORWARDING OF FUNDS

To safeguard the collection and forwarding of funds, the local campaign treasurer shall receive all funds and forward same to the Department Committee Treasurer, who in turn will forward the department funds as rapidly as assembled to the National Campaign treasurer.

REPORTING CAMPAIGN RESULTS

Camp campaign results will be reported daily to the Department Army and Navy Campaign Executive Secretary by wire, at an hour mutually agreed upon. The Department Army and Navy Campaign Secretary will report the results of the campaign in this department each day by wire at an hour that will be decided upon later.

ESSENTIALS TO THE CONDUCT OF A SUCCESSFUL CAMPAIGN IN THE MILITARY CAMPS AND NAVAL STATIONS OF THE UNITED STATES

I. Competent Counsel

1. Full conference should be encouraged between Camp and Department Campaign representatives.

2. Officers should be consulted for advice as well as for approval.

3. The men who are to be solicited should be consulted with. A camp group of representative officers and a group of representative men of the service endorsing the proposed campaign would greatly strengthen its relation to the camp.

II. An Adequate Goal

A goal basis for each camp, if acceptable, will produce a larger amount of money than could be raised were no goal held in mind. If a camp goal is adopted, the camp campaign manager will not, in any case, apportion this goal to the various Military Divisions of the camp.

III. A Strong Organization

The effort should not be to get a pledge from every man, but to give each man a chance to subscribe. An efficient organization will extend the opportunity to all. The individual response should be an expression of privilege and not coercion. When the campaign is over, the success should be measured in good will and not in dollars.

IV. A Schedule of Operations

1. Competent counsel should result in a definite comprehensive plan of Campaign Organization agreed upon before October 28th.

2. Selection of campaign leaders and workers should be completed by November 1st.

3. Conference meetings of camp campaign workers should be held between November 1st and 5th.

4. General camp publicity should be promoted between November 5th and 11th.

5. Campaign should be conducted November 11th to 18th.

V. Proper Consideration of the Officers and Men

1. Make plain to them the campaign objective, viz. an opportunity for all to participate.

2. Make all feel that they are not to be held up but that their response is the expression of a willing spirit.

3. Help all to see that the primary use of gifts from men in The Service in this country will be for others, not for themselves.—For the A. E. F., for men in allied Armies, and for Prisoners of War.

(Above outlined by A. H. Whitford.)